



Election Analysis: A Look Ahead to Role of Computers

By ED EDWIN

Has the fun and fascination gone out of counting election returns? That's what a lot of people said after the TV blitz of the 1964 campaigns. Broadcasters, relying on computers, projected outcomes with awesome speed and deadly accuracy. The cybernetic revolution seemed to end excitement of scorecard rituals at headquarters where party toilers traditionally gather to watch tallying and, perhaps, imbibe. Now they hardly have time to get a drink before the result has been broadcast. After that — unless the projection said the race was too close to call — TV screens also appeared a bore.

"In our election studio," a TV news executive recently said, "where we used to have people, we have machines."

In the outer world, people said those machines ended election-night fun.

But have they? Here's another view — a look toward 1968.

This technological advance presents a breathtaking prospect, one that should delight professional politicians and absorb the interest of all political buffs. It is likely to intensify suspense for watching-waiting parties on election night, but for reasons other than looking a hard-vote tallies.

During hours when *aficionados* customarily concentrated on mounting tabulations, now thoroughly detailed analyses of votes, state by state and bloc by bloc, can consume their attention. If computers are programmed for it, they can tell not only how voters of disparate personal and special-interest backgrounds balloted, but to a considerable extent why they chose as they did. With this mass of computerized output, political analysts can arrive at many

(Cont'd on page 4)

THE BLITZ AND KHRUSHCHEV'S RISE: Background accounts on the biggest stories of the past 25 years are contained in the latest OPC volume, *I Can Tell It Now*, to be launched Thursday. (UPI photos)

AUTOGRAPHS AND INSIDE STORIES AT THURSDAY'S BOOK LAUNCHING

Ralph Lee Smith and his Strict Temperance Size Orchestra will furnish the music to get autographs by Thursday's *I Can Tell It Now* publication party at 6:30 p.m.

The OPC book, already in its second printing and recipient of favorable comment, will make its formal and official debut at the party, witnessed by many of the top-flight OPC authors who contributed chapters.

Publishers' Weekly in a recent number called the book a collection of "sharp observations by many of the best reporters now living". The review also said, "The stories are high in excitement and news value, and many of them have warm human appeal. Among the best are *Mary Hemingway's* comments on the London Blitz; *Robert Sherrod's* startling story about a preface to Pearl Harbor; *Quentin Reynolds's* theory about why Churchill lost to Attlee in 1945 and *Ruth Gruber's* magnificent report on the Jewish refugee ship *Exodus* in

1947."

Background on some of the biggest stories of the past 25 years (coinciding with the OPC's own history) are included in the book, with every year represented. It also includes, somewhat ironically, *William L. Ryan's* account of the rise of Khrushchev. Ryan noted: "The Soviet leader never lacked for enemies. Not only were the die-hard conservatives unhappy with him, but there were clear indications that the Soviet military was divided on the question of Khrushchev."

Will Yolen, whose Book Publishing Committee was responsible for compiling the new volume, emphasized that because so many of the authors would be on hand the party offers a rare chance to have copies autographed by most on the long roster of by-liners.

The evening is being coordinated by the Book Night Committee, which has announced that a few copies of the book will be raffled off to guests during the buffet dinner.

WORLD-WIDE TICKER

Edited by JERRY KRISKA

LONDON from BOB TUCKMAN

Bob Elson, Time-Life bureau chief in London for the last five years, embarked with his wife on the liner Rotterdam for New York and a new assignment. He will write the official history of the Time publications. On the eve of his departure (Oct. 26), a host of friends bid farewell to the Elsons at a cocktail party. The gathering included such notables as C.P. Snow, the author who now has a top position in the new Labor government. . . . Your correspondent heads for state-side home leave Nov. 5 on the liner France.

Danny Gilmore, European news editor for UPI, sustained serious injuries when struck by a hit-run driver. His injuries included a broken arm, which will be in a plaster cast for six weeks. . . . Visitors in London included **Ed De Fontaine** of Westinghouse Broadcasting, Berlin, and **Sterling Slappey**, Los Angeles Times, Bonn. . . . Jim Anderson of Westinghouse Broadcasting has left London to join a Boston radio station. . . . Free-lancer **Barbara Wace** followed up her recent book on etiquette with another paperback called "Parties" (social, not political). . . . AP's **Tom Reedy** back from a swing through Ireland to pick up features. . . . After much soul-searching, AP's Milton Marmor has decided not to go abroad for his winter vacation but instead will re-in England. "I've always wanted to see England," says Milton, who has lived here 13 years.

PARIS . . . from BERNARD REDMONT

Biggest gathering of the news clan in months was at Maxim's party heralding major Newsweek Paris bureau changes: Bureau chief Larry Collins is resigning to write two books commissioned by Reader's Digest — a deal arranged by John D. Panitza. **Angus Deming** is leaving Paris after many years to work in Newsweek's NY headquarters. F. Yorick Blumenfeld, who just became father of his first child, a boy, will move to Vienna to open the Newsweek bureau there. Joel Blocker, general editor in NY, has moved to Paris to take over bureau, which included **Whitman Bassow**, Elizabeth Peer, and roving senior editor **Arnaud de Borchgrave**. Arnaud is just back from a Congo assignment.

Lou Cioffi, ABC, on assignment in Saigon, stopped in Tokyo on his way back to Paris. . . . **Ralph S. Smith**, U.S. Embassy press, was transferred to Elizabethville. . . . Paul Archinard, after retiring from NBC, has begun second career as radio-TV officer with USIS in Paris. . . . **Paul Ghali**, Chicago Daily

News, vacationed on Riviera and in Switzerland with his wife. . . . Frank White, ex-bureau chief in Paris for Time-Life, now in NY publishing division, feted with wife Drew on visit to Paris.

Curtis Prendergast, Time-Life bureau chief on temporary leave doing special traveling assignment for several months for the company, has resigned his post as American vice president of the Anglo-American Press Association. As he would have been in line for president on usual "escalator" tradition, the office will be wide-open race at the election next month. Bill Millinship, British vice president, is also resigning to return to London to work on new Observer color supplement.

Bernard Nossiter, Washington Post Economic Correspondent, settling into his new job in Paris. . . . Joe Barry, ex-NY Post, now working on two book commissions for Doubleday and free-lancing, took part in panel debate with Tom Nuzum, Chicago Tribune, on Johnson-Goldwater forum in Paris. . . . Naomi Barry, Joe's wife and NY Herald Tribune Paris columnist, has a new weekly column in *Candide*. . . . this correspondent back from 10 days in Cairo covering summit conference of non-aligned nations and Tshombe's adventures.

FRANKFURT. from PHIL WHITCOMB

Tom De Castro (AFN) joins the ex-Frankfurters by going to Libya as area radio-television program director for the US Air Force. . . . Dick Growald (UPI) will soon be back from Moscow where he had been since July, presumably supervising local presidium personnel changes. . . . Curtis Daniell, Overseas Weekly news editor, married Marlene Genter in Stuttgart on Sept. 17 but was allowed to attend the PIO discussion arranged by Col. Ben Legare at Heidelberg Oct. 18-24. Others attending: **Dave Nichols**, Chicago Daily News; Zander Hollander (UPI); **Bill Clew**, Hartford Courant; and Tom Wuriot. . . . Stars & Stripes may at last raise their prices from 5 to 10, and would justify the increase by running 32 (tabloid size) pages instead of 24. . . . Stripes bureaus at Ramstein, Stuttgart, and Madrid are not to be closed, after all. . . . **Mort Gudebord**, S&S bureau chief at Stuttgart, is finishing his 10-year stint with Stripes and returning to the US to work on the San Francisco Examiner. He also was bureau chief in Paris; his feat in opening Pandora's box as an AP correspondent on V-day minus one, is still spoken of in whispers. . . . **Ben Wood**, S&S sports, is off to Honolulu to open a bistro.

SAN FRANCISCO

from J.Q. RIZNIK

New president of Press Club here is Robert L. Nicholas, night news editor of Hearst's morning Examiner. He will be presiding officer during the city's celebration next year of the 20th anniversary of the founding here of UN.

Nicholas, who served two terms as club secretary, headed the regular ticket which included Harvey H. Sachs, ABC Radio; elected first vice-president, Curley Grieve, Examiner sports editor, and Herbert J. Bernhardt, of the Hearst afternoon News-Call Bulletin, elected directors.

Nicholas succeeds Rene Cazenave, managing editor of the News-Call, who served two terms.

The new president of the 3300-member club joined the Hearst organization here a decade ago after 15 years with the Chicago Trib home office. He was three years in the Pacific as a naval lieutenant.

Prior to the election, directors voted a dues increase for all 13 categories of the Press Club's membership, ranging from \$1 to \$2 monthly for a 24-month period starting now. It's estimated the dues increase will produce more than \$30,000, which is earmarked to cover wage increases for club employees under a recent union settlement.

(Cont'd on page 8)

Calendar

All reservations will be charged to members' accounts unless cancelled in writing 24 hours prior to function.

(Tapes of the Wednesday Luncheons are broadcast regularly at 5 p.m. over WNYC.)

Mon., Nov. 16 — Press Conference, with Beatrice Maberry, US International Farm Youth Exchange student who spent summer working on West German farm. Topic is "A Grass-Roots Cultural Exchange". 2 p.m.

Tues., Nov. 17 — Pennsylvania Dutch Regional Dinner has been postponed.

Thurs., Nov. 19 — Publication party for new OPC book, "I Can Tell It Now". 6:30 p.m.

Wed., Dec. 2 — Viet Nam Panel Discussion. Cocktails, 6:30 p.m., dinner, 7:30 p.m.

Thurs., Dec. 3 — Book Fair, Opens at 5 p.m.

Tues., Dec. 8 — Regional Dinner, "Christmas in Puerto Rico." Cocktails, 6:30 p.m., dinner, 7:30 p.m. \$5.

Tues., Dec. 15 — Concert, with Vilma Boselli, coloratura soprano. 8:30 p.m.

URGE MEMBERS' HELP TO GET OPC STAMP

The possibility of a commemorative stamp for the OPC's 25th year is still up for consideration by the Postmaster-General's office.

James A. Farley and Bruno Shaw, co-chairmen of the effort to make the stamp a reality, say that letters from OPC members to Postmaster-General John A. Gronouski would be a valuable assist in getting the stamp okayed. They urge members to write Gronouski at the Post Office Department, Pennsylvania Avenue, Washington, D.C. 20260.

Theme of the stamp will be "The People's Right to Know" and honors the OPC and the reporters on its honor roll — those killed while serving on assignments overseas.

Fund To Honor Slattery

Mrs. Ruth Worthington, Librarian at the Saranac Lake, N.Y. Free Library, has started a fund to buy books in memory of OPC member Arthur J. Slattery, who died last Aug. 20.

Slattery was one of the Library's active patrons while at the Will Rogers Hospital in Saranac Lake, N.Y.

PENNSYLVANIA DUTCH DINNER POSTPONED

The Pennsylvania Dutch Regional Dinner, scheduled for next Tuesday evening, has been postponed.

A new date, probably in January, will be set up and announced later. Postponement, according to the Regional Dinner Committee, was due to unforeseen circumstances.

Proponents of All Sides to Discuss Viet Nam Question in Dec. 2 Panel

A critical discussion on the war in Viet Nam by a panel of experts representing diverse opinions on the subject will be mounted at a dinner meeting on Wednesday, Dec. 2.

The participants will put forth points of view ranging from the DeGaulle stand for neutralization of its former territory to the left-wing view of total American withdrawal from the war to the position for expanded military action by American and South Vietnamese forces.

At the OPC session will be:

Prof. Wesley R. Fischel of Michigan State University, former head of MSU's Viet Nam project in Saigon and consultant to the State Dept. on Viet Nam. Fischel will return from Saigon just a few days before the meeting.

Kenneth Todd Young, president of The Asia Society and until recently US

Ambassador to Thailand. He formerly was director of the Bureau of Southeast Asian Affairs for the State Dept.

Prof. Bernard Fall, French scholar who teaches at Howard University in Washington, D.C. and author of many books on Viet Nam, including *Street Without Joy*.

Joseph Buttinger, executive committee chairman of the American Friends of Viet Nam. He is author of *The Smaller Dragon — a Political History of Viet Nam* and a former leader of the Austrian Socialist Party.

Robert Shaplen, correspondent for the *New Yorker* who has been reporting on Indochina for over 20 years. His novel, *The Forest of Tigers*, had a Viet Nam background.

David MacReynolds of the Workers Defense League and a spokesman for the US Socialist Party.

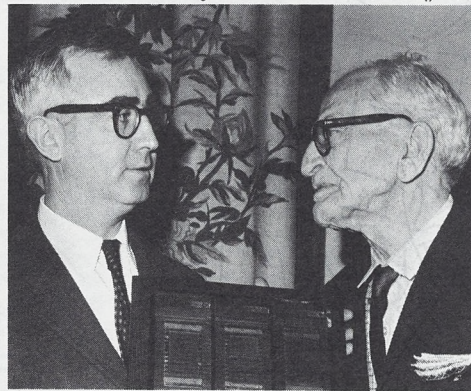
The session will be moderated by Joseph Newman. Cocktails will be at 6:30, dinner, 7:30 p.m.

DINING ROOM LISTS THANKSGIVING MENU

Thanksgiving Day dinner, for traditionalists and non-traditionalists alike, will be available in the Club dining room for members and their guests at 2, 4, and 6 p.m. on Nov. 26.

Holiday diners can choose from a menu that includes not only the customary turkey dinner but also selected seafood newburg and baked hickory smoked ham. (The complete menu is listed in the flyer enclosed with the *Bulletin*.)

Reservations must be made by 6 p.m. Tuesday, Nov. 24. Cost is \$4.50 for adults and \$3.25 for children under 12.



TOWER MEMENTO: Three contact plates (for OPC) from the former Times Tower news sign were presented by Allied Chemical during a Club reception last week. Club president Barrett McGurn and Albert Stevens Crockett, the Club's senior member, discuss where the plaque will hang. Each guest at the reception received a contact plate with his initial.



Full-color films by Inflight Motion Pictures, Inc. such as MGM's presentation of Lawrence Weingarten's *THE UNSINKABLE MOLLY BROWN*, starring Debbie Reynolds and Harve Presnell.

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'IN THE OUTER WORLD, PEOPLE SAID THOSE MACHINES ENDED ELECTION NIGHT FUN'



Fred Romary

Election Analysis

(Cont'd from page 1)

insights. They can report where a candidate won or lost and why, or how good or poor a campaign he really ran. So after projections have indicated which leaders we "the people" have chosen, analytical reporting can quickly tell us why we chose as we did and help us understand ourselves better as a body politic before the night is over.

This year NBC, CBS, and ABC reported far more analysis than in 1960. If progress in the analytical dimension continues at its recent rate, made possible by computerization, TV viewing and radio listening on election night 1968 will be changed enormously. And, I submit, it will be enormously more fascinating to watch than mere hard-vote tabulations.

Goodbye to Donkey Work

Nor will these benefits accrue exclusively to electronic media, although by their nature they will be earliest to exploit them. Wire services and newspapers tapped computerized analysis this year and their reporting demonstrated its applicability. On the two days following balloting, newspapers published detailed analyses such as formerly came out the subsequent weekend. No longer were political editors spending tortured days assembling vote data for interpretative columns. In those contests to which computers had been assigned, days of post-election donkey work by many hands had been eliminated.

Yet this year's analytical reporting was but a fragment of what is made feasible by a team of newsmen, analysts, pollsters, and computers and their programmers. How much ought to be done as a public service, and how much output can be effectively utilized, are decisions confronting news organization managements. With network tabulating rivalry ended by the National Election Service pool, analysis is an arena for future competition. (Computer manufacturers, incidentally, are also intrigued by the demonstration and display potential program analysis.)

But despite the computer's being crucial, it is not the sole enabling factor. Nor can money alone create the best

"information factory", although only generous budgets can afford computerization. To those persons still hostile toward "the machine", the fact that more — not less — is demanded of human capabilities may come as surprising and welcome news. Behind the popular faces and voices in news broadcasting, for example, the most skillful human beings must apply their faculties with greater resourcefulness and discipline. Even air talent, up to the time most appealing may fail to hold viewers and audience if other talent, previously less arousing, reports more perceptively thanks to superior research-and-analysis.

Looking at the Lashes

This year interest focused on back-lash, frontlash, Negro and other ethnic voting, economic-educational levels, and certain geographic residences. Four years ago the focus was on religious divisions. In 1968 different blocs may be salient. To prepare for increasingly sophisticated coverage, the structuring, molding, and directing of political news staffs — the managerial component — becomes a keystone as never before. In the past, greater foresight was given to technical planning than to refining facets of political content. Technological advance outpaced progress in content. The breakthroughs came, notably including computerization, and the bounds of what might be done appear limitless. Human initiative and ingenuity will decide how far political journalism will advance in the next four years.

The computer is only a hunk of hardware until human beings decide what it is to do and fill its "memory" for election night. Political judgments must be made long before formal election campaigning. Editors, writers, and reporters, who may not be assigned full-time to practical politics, have more intensive homework indicated. Political intelligence must be effectively collated. All this actively must be deftly managed to mesh with the requirements of computer programmers, broadcasting producers and directors, and finally with the objectives of news policies.

Anti-Machine Groups

Working newsmen, however, are not immune to hostility toward "the machine" and the new breeds behind it. Some

view it as a "gimmick" or "stage prop". True, a computer producing analysis does little "brainwork" not previously performed well and even rapidly by the human mind. In the historic 1961 New York City mayoralty primary, only some twelve minutes after polls closed, the crusty "Boss of the Bronx" Charley Buckley grunted: "It's a Wagner landslide!" Robert F. Wagner did win big. And in 1960, early-reporting Connecticut gave John F. Kennedy a handy margin. But the future President said the national outcome would be close. He knew that he should have carried friendly country more heavily to win easily across the nation. Such consummate political artisans could also have told why the voters had balloted as they did.

What an election night computer needs are thousands of human judgements as perspicacious as those of Buckley and Kennedy in its memory. The computer

is a marvelous morgue, receiving, sorting and collating innumerable pieces of voting information and relating them to those astute judgements within seconds.

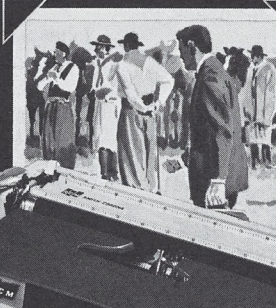
Then it spews out for the editor the most newsworthy data and shows how the overall story is developing. The computer will never tell all of the story. Newsmen take over. They reanalyze the the computerized output. They may add, alter, or discard judgments, and may flesh out an item. But now they can do it mostly on the night of balloting — not the following week.

Isn't that the news business is all about: getting out the story as soon after the event as possible? And isn't it possible that election night reporting will be more fascinating because the full story is told?

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Bulletin Committee Chairman:

Lawrence F. Mihlon

Managing Editor: Sibby Christensen

Letters

CHEERS FOR BELLI NIGHT

I would like to cast my vote in favor of more such programs as the recent Book Night at which Melvin Belli was the star attraction. In my opinion, this kind of confrontation is what the OPC is for.

It was an evening of flying fur and enraged opinions, but just as all news people know that controversy makes headlines, so does unfettered expression of opinion stimulate thought — and talk. Equally important, we were able to see, hear and judge for ourselves a controversial personality whose headline-making words and actions have provoked national attention.

Such an evening could only take place in the informal atmosphere of a press club where the audience is as informed, as literate, and as uninhibited as those on the dais. I was proud to have invited a friend to be there with me.

Betty Wason

P.S. Even the food was quite good that night — hurrah!

SOME BOOKISH HINTS FOR YULE GOODIES

Do you leave your Christmas shopping until the last minute?

Then wait until the night of Dec. 3 and pick up some outstanding buys at the OPC Book Fair.

The Fair features books written by OPC member-authors — all at special discount prices, with proceeds going to the Club's treasury.

This pre-Christmas Fair will have a number of special features to make the evening entertaining as well as profitable. So reserve the date now — Dec. 3 — and make up a shopping list of all your literate friends and family.

PRESIDENT'S COLUMN

Don't forget the birthday party Nov. 19 at 6:30 p.m. for our new OPC book, *I Can Tell It Now*, (E.P. Dutton, \$5.95, 362 pages, David Brown and Dick Bruner, editors, and past president Will Yolen, book publishing committee chairman). Ex-President Eisenhower's opening contribution, a tribute to the U.S. foreign correspondent and to the OPC, would in itself be enough to make this book one of the proudest achievements of our 25-year story.

The former President writes:

"Some of the authors of this book have been friends of mine dating from the days of World War II; all are representatives of the hundreds of men and women who, during that conflict, kept many nations informed of the daily happenings of the Armed Forces of the United States and her Allies in all the principal war areas.

"In the theaters where I commanded I early learned that newsmen are ready to make any sacrifice or undergo any risk in pursuit of legitimate news. More than this, I often used them as quasi-staff officers, particularly in seeking from them information of the kind labeled as 'human interest,' and which reflects soldiers' thinking and sentiment. Complete coverage of this kind is often impossible to obtain through normal command channels, but it is always important to the Commander. The inquisitive and industrious reporter did much to supplement and bring to life the material in the daily situations reports. ('Sitreps' to the initiated.)

"Likewise I learned that newsmen are to be trusted. On one important occasion in which secrecy was most important I revealed future attack plans to the entire press corps so that, armed with vital information, no word of my true intent would be revealed even inadvertently. Those reporters proved that trust is a far better weapon than censorship to maintain absolute secrecy.

"Censorship, normally an anathema to the reporter, was applied in the *Torch* and later the *Overlord* operations only when the need was obvious. The effect was gratifying in producing a cooperative attitude. Indeed, on occasion newsmen reported to me on incidents which, if immediately published, could have had harmful results on the war effort, but which, by voluntary decision of the reporters themselves, were held up indefinitely.

"It has been said that in wartime the fighting men make history; writers record it. I have not read all the papers in the volume, but personally I can testify that the interest of the war reporters is not merely the story, it is also the success of the toil and sacrifice the nation must make to win the war.

"Because of the loyalty, courage, and dedication that I found implicit in their work, I salute and congratulate the Overseas Press Club and the writers of the stories in this book. — Dwight Eisenhower"

Barrett McGurn

Bertram Perkins, James Wick Dead; Both Were Publications Executives

Bertram Perkins, an early member of the OPC, died last week in a Charlottesville, Va., hospital. He was 79.

Before his retirement in 1955, Perkins had been for many years European director of Fairchild Publications with headquarters in Paris. A fifty-year veteran of Fairchild, Perkins was active in planning some of their first publications.

Perkins was born in London. He served as an intelligence officer in the U.S. Army during World War II.

He had been honored by the French Legion of Honor and the Solidarieta Italiana. He also was a member of the National Press Club and the Anglo-American Press Association.

His wife, Alice, survives.

* * *

James L. Wick, 67, died Nov. 6 in Doctors Hospital in Washington, D.C.

Wick was president of *Human Events*,

the weekly conservative newsletter. He became executive publisher of the paper in 1954. He traveled overseas as a correspondent during World War II and again after 1952, when he organized the first of three editors. He led such a tour of 10 American editors to the USSR just before Stalin's death in 1953.

Wick was active in the presidential elections of 1940, '44 and '48 — he was on Gov. Dewey's research staff in 1944. His book based on these experiences, "How NOT to Run for President", was published in 1952.

His wife, Dodee, survives.

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TWO WOMEN CROSSING AFRICA between 10th and 15th early Dec. by Land Rover. Features photo assignments welcome. Irene Day, c/o Birch, P.O. Box 74, Monrovia, Liberia.

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NOV. 28 ISSUE DEADLINE

Bulletin deadline for all copy for the Nov. 28 issue is Friday noon, Nov. 20. If contributors could get their copy to the paper earlier, it would be appreciated by the editors.

SCHONBRUNN

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'IFYE' TO VISIT OPC: Beatrice Maberry, US International Farm Youth Exchange Student who worked on six German farms this summer and fall, will appear at a Press Conference Monday at 2 p.m. Unique program embraces 150 US farm youths working in 41 countries.

NEW MEMBERS ASSOCIATE

Steven Manning — President, The Manning Organization, Inc., New York, New York.

AFFILIATE

John Shostak — State Representative, Connecticut General Assembly, Norwalk, Connecticut.

Placement

New York City:

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A-280 Wanted, Associate Editor, for FACT Magazine. Versatile, highly imaginative reporter, writer, re-writer, editor. Must be good with ideas, administration of small departments and author contact. Salary open. Contact Mrs. Sandra Russo BR 9-1500, or 110 W. 40th Street.

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NOTE:

The OPC does catering for members. Not only can your own organization hold luncheon or dinner meetings, but wedding receptions also can be arranged. (These do not interfere with Club functions.) Call Miss Rosemary Kip, LW 4-3500.

PEOPLE & PLACES

By BETTY ETTER

NEW POSTS: **Ed Hill**, executive director of the Rome Daily American for the last 13 years, back in the U.S. as assistant to the editor and general manager of the New Bedford, Mass., Standard Times . . . **Jerry Landay**, special national correspondent for Westinghouse Broadcasting Co., is being transferred to London as assistant to Rod MacLeish, chief of the company's European news service . . . **Ernest Conine**, who opened the Los Angeles Times' East European bureau in Vienna in 1963, has been appointed senior editorial writer in L.A.; is also a member of the Times' editorial board.

SPEAKERS: **Inez Robb** was guest of honor and speaker at The Woman Pays election day luncheon at Sardi's. She was introduced by **Anita Diamant Berke**, vice-chairman of the program committee, of which **Adele Gutman Nathan** is chairman. **Dorothy Omansky** is the club president . . . **Dr. Robert G. Sorensen**, of D'Arcy Advertising Agency, addressed the Advertising Federation of America in Columbus, Ga., and a regional conference of the Public Utilities Advertising Assn. in Cleveland, on the subject of advertising and useful communications.

RADIO & TV: **Ellis Mott** producing a new Purex series, "What Everyone should Know About Communism," hosted by Garry Moore and featuring such authorities as West Berlin Mayor Willy Brandt, John Davis Lodge and Charles T. Vetter of USIA. It's seen in N.Y. on channel 11, 9:45 a.m. Saturdays.

ON THE GO: **Irene Corbally Kuhn** is back from two months in Europe, during which she covered 10 countries, from Ireland to Yugoslavia, for her columns and magazine assignments. Highlights: a weekend with **Joe and Freda Peters** in Belgrade; being snowbound at new Hofatsblick Hotel atop the Nebelhorn in Germany and ditto in the Rigi Kulm in Switzerland . . . **Stan Swinton**, AP assistant general manager, and **Watson Sims**, AP world service news editor, back from Mexico, where they attended the Inter-American Press Association's annual gathering of more than 400 editors and publishers from North and Latin America.

ARTICLES: **Ted Berland's** piece with A.C. Nielsen, Jr., in defense of TV ratings, featured in November 7 TV Guide . . . **Larry Stessin** represented in the November 8 N.Y. Times Magazine with "The Pirates of Management." . . .

Stan Fischler moonlighting from the N.Y. Journal-American with "Hockey's Biggest Headache," in current issue of Sport and as contributing editor of International Hockey magazine.

BOOKS: "Clear for Action, the Photographic Story of Modern Naval Combat," by **Foster Hailey** and Milton Lancelot, on the stands October 15 via Duell, Sloan and Pearce.

WORLD-WIDE TICKER

(Cont'd from page 2)

MONTREAL...from PATRICK FINN

The visit of Queen Elizabeth and Prince Philip to Quebec City has had some long-lasting repercussions. A report by Quebec Attorney-General Claude Wagner said young Quebec newsmen relayed reports of a pretended nightstick attack on them to foreign correspondents "spreading a picture that does not correspond with reality". Several Quebec newspapers protested, and the Quebec Legislative Press Gallery said the report "is of a nature to tarnish the reputation of the press in general". Quebec City police maintained they were not overzealous in their efforts to maintain order and produce movies to demonstrate their point. Foreign newsmen became involved in a couple of incidents. Life Magazine photographer John Loengard was reported to have protested being shoved by a Mountie; British journalist Rene McColl, of the London Daily Express, was ejected from a separatist rally after he objected to slogans denouncing the Queen. Among those de-credited to the Royal Tour were: Preston Stroup, AP; Leonard Lerner, Boston Globe; John N. Lee, New York Times; Kenneth Chrysler, U.S. News & World Report; Walter J. Green, Albert Bradley Don E. Guy, all AP Boston; Charles Kelly, AP Milwaukee; Gwen Morgan, Chicago Tribune; Lief Eid, NBC; Chris Welles, Bruce Paisner, Life; Alex Levy, Vincent Gaito, ABC. More than 1,000 newsmen covered at least part of the tour, some from as far away as Japan.

MEXICO CITY...from JAIME PLENN

Red Chinese, Finnish, West German, Polish and Yugoslav newsmen are among the newest active members voted into the Foreign Correspondents Association here. They include Zarko Bozic, of "Borba," Belgrade; Jose Audiffred, Vision magazine; Kerstin Hanf, Radio

HONORS: Mayor Wagner's Certificate of Appreciation conferred on **Burhan Dogancay** for his one-man show of paintings of New York scenes, exhibited at the Berlitz School in connection with the 300th anniversary of the city.

Edward L. Bernays elected chairman of the Board of United Nations Assn. of Greater Boston.

ILL-WIND DEPT.: One of the books found in the apartment of the men arrested for the \$400,000 gem robbery at NY's Museum of Natural History was "The Story of Jewelry," co-authored by **Tom Mahoney**, who got a plug in the Times as a result.

Finland; Walter Hanf, Westdeutscher Rundfunk (Koeln); Heinz Heck, Nachrichten fuer Aussenhandel, Frankfurt; Antonio Halik, NBC News; Harold Y. Jones, Copley News Service; Jerome Rolland, Central Press Association; Edmund Jan Osmanczyk, Poland radio and TV; Carl Sorensen, CBS News; Jolanta Klimowicz Osmanczyk, Zycie Warszawy, Warsaw; Wu Chu, Tuan Chih-Chi, and Pien Chen, Sinjua Agency, Peking.

New associate members include John H. Christman, of Steel and Industrial World magazines; Robert William Faulder Cundy, Daily Telegraph, London; Pedro Pablo Camargo, El Tiempo, Bogota; Nat Gibson, Reuters; Monte Kleban, CBS TV; Lulu Vargas Vila de Lee, El Tiempo, Bogota; Charles L. Lucas, Variety; Juan Nolan, NY Herald Trib European edition; Patrick McHenry, American Book Co.; Virginia Plenn, Motion Picture Daily and other Quigley Publications; Budd Schulberg, Holiday; Jorge C. Zayas, International Feature Services; Helga Vonsac, Alex Springer Auslandsdienst; Santiago Henchen, La Capital, Rosario, Argentina; Kevin M. Kelleghan, Radio TV Daily.

MOSCOW...from JAY AXELBANK

New AP correspondent in Moscow is Fred Coleman. He replaces **Reinhold Ensz**, who was here nearly four years. Coleman formerly had a roving assignment for AP in Canada. . . . **Henry Shapiro**, UPI bureau chief, off to Israel for holiday and lecture trip. . . . The Soviet government changeover has attracted a host of visiting correspondents to Moscow. Among them were **Frank Bourholtzer**, NBC correspondent based in Paris and who headed up the NBC bureau here before it was closed in 1963; **Jim Bell** of Time who is head of the Bonn bureau; **Stan Wayman**, Life Magazine photographer now in Washington, **Ray Vicker**, European correspondent for Wall St. Journal; columnist Stewart Alsop.